IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

#14 LDJ 2-12-03

In re Application of: Boman Irani	§	Group Art Unit: 2155
	§	
	§	Examiner: Dinh, Khanh Q.
Serial No.: 09/333,383	§	
	§	Atty Dkt.: 5181-29600
Filed: June 18, 1999	§	
	§	I hereby certify that this correspondence is being deposited with the U.S. Postal Service as First Class Mail in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231, on the date indicated below:
For: System and Method for Pushing Personalized Content to Small Footprint Devices	§	B. Noël Kivlin Name of Registered Representative January 31, 2003 (Date) Signature

APPEAL BRIEF

Box AF
Commissioner for Patents
Washington D.C. 20231

Sir/Madam:

Further to the Notice of Appeal filed October 31, 2002, Appellant presents this Appeal Brief. Appellant respectfully requests that this appeal be considered by the Board of Patent Appeals and Interferences.

I. REAL PARTY IN INTEREST

The subject application is owned by Sun Microsystems, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having its principal place of business at 4150 Network Circle, Santa Clara, CA 95054, as evidenced by the assignment recorded at Reel 10254, Frame 0158.

II. RELATED APPEALS AND INTERFERENCES

No appeals or interferences are known which would directly affect or be directly affected by or have a bearing on the Board's decision in this appeal.

III. STATUS OF CLAIMS

Claims 5-38 are pending. Claims 5-38 stand finally rejected under 35 U.S.C. §102(b) and 35 U.S.C. § 103(a) and are the subject of this appeal. A copy of claims 5-38, as on appeal, is included in the Appendix hereto.

IV. STATUS OF AMENDMENTS

No amendments to the claims have been filed subsequent to the final rejection. The Appendix hereto reflects the current state of the claims.

V. SUMMARY OF THE INVENTION

Appellant's claimed invention relates to a system and method to deliver personalized content to a small footprint device. This ability may be enabled by applications/services built on a lightweight containment framework (128 in Fig. 2) for a small footprint device executing in conjunction with network-based computing services. One embodiment of this containment framework is referred to as York 1.1. The containment framework enables module registration, lookup, instance tracking, etc. Modules in the containment framework may be used by other

modules as services. The containment framework may be dynamic, allowing modules to be registered and loaded as desired or needed. (Specification, page 3, lines 3-11.)

As described above, a containment framework for a small footprint device should be lightweight. The containment framework is able to function on a device with very little memory. For example, in one embodiment the containment framework may function on a device with only 300KB writeable memory and still leave enough memory space for several modules to operate. In addition, the containment framework may be responsive on devices with low processing power, such as small footprint devices with 16MHz-class chips. (Specification, page 3, lines 12-18.)

The containment framework may be based on common standards. For example, in one embodiment, the containment framework may be written in pure Java and may be fully compliant with and executed in the PersonalJava 3.0 application environment. PersonalJava is a Java application environment specifically designed for consumer devices for home, office, and mobile use. It comprises the Java virtual machine (JVM) (124 in Fig. 2) and a subset of the Java Application Programming Interface (API) (126 in Fig. 2), including core and optional APIs and class libraries. In addition, the PersonalJava API includes specific features required by consumer applications in resource-limited environments. It is noted that the containment framework may also be comprised in hardware ROM or be compiled into native code. (Specification, page 3, lines 19-28.)

Because the containment framework may be based on common standards, it may be ported easily to different device types and to devices made by different vendors, which greatly reduces time-to-market and development costs. The extendable architecture of the framework may also allow new modules to be introduced into the framework as needed or desired for different devices or services. The architecture may also allow for customizable and scaleable user interfaces. For example, the user interface component of an application may be swapped out as appropriate to the display type (106 in Fig. 1) for different devices. (Specification, page 4, lines 1-8.)

A system may comprise a set of core service modules available for other modules to use. These core services may include services such as the calendar, contact list, and bookmark services described in an example above. Together with such core services, the containment framework provides a complete architecture for running an integrated suite of applications and services on a small footprint device. For example, the Personal Applications suite available from Sun Microsystems, Inc. is built around one embodiment of the containment framework. The Personal Applications suite comprises an integrated set of compact, memory-efficient applications, including the Personal Applications Browser (148 in Fig. 3), the Personal Applications Email Client (150 in Fig. 3), and the Personal Organizer (152 in Fig. 3). (Specification, page 4, lines 9-17.)

Various services may be built on the above-described framework which run on a small footprint device and communicate with off-device services (132 in Fig. 2) to establish a system for gathering personal information from a small footprint device user, storing the information, and analyzing the information to send particular content to a small footprint device user. (Specification, page 4, lines 18-22.)

VI. ISSUES

1. Whether claims 5-18 and 21-38 are patentable under 35 U.S.C. § 102(b) over Carnegie et al. (U.S. Patent No. 5,745,884), hereinafter "Carnegie."

2. Whether claims 19 and 20 are patentable under 35 U.S.C. § 103(a) over Carnegie.

VII. GROUPING OF CLAIMS

Claims 5, 10, 11, and 18 stand or fall together.

Claims 6 and 7 stand or fall together.

Claims 8 and 9 stand or fall together.

Claims 12, 13, and 17 stand or fall together.

Claims 14-16 stand or fall together.

Claims 19 and 20 stand or fall together.

Claim 21 stands or falls alone.

Claims 22-25 stand or fall together.

Claim 26 stands or falls alone.

Claims 27 and 28 stand or fall together.

Claim 29 stands or falls alone.

Claims 30-32 stand or fall together.

Claim 33 stands or falls alone.

Claims 34 and 35 stand or fall together.

Claim 36 stands or falls alone.

Claim 37 stands or falls alone.

Claim 38 stands or falls alone.

The claims are grouped as stated above for purposes of this appeal only. The reasons why each group of claims is believed to be separately patentable are explained below in the Argument.

VIII. ARGUMENT

A. Claims 5, 10, 11, and 18

Claims 5, 10, 11, and 18 stand rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie et al. (U.S. Patent No. 5,745,884), hereinafter "Carnegie." Appellant asserts that the rejection of claims 5, 10, 11, and 18 is erroneous for at least the following reasons.

The cited art does not teach or suggest a method for sending content to a small footprint device, including the small footprint device connecting to a first network and the small footprint device connecting to a second network, as recited in claim 5. Carnegie discloses a system and method for billing remote users on a per-connection basis for universal data-grade access to home office servers. During said access, a portable computing device 101

may communicate (e.g., via signals in the RF band) with a wireless access point. Through the access point, the portable device may access a Wide-Area Network (WAN) 120 such as the internet.

The Final Action argued that Carnegie discloses "the small footprint device connecting to a first network" (at 117 of Fig. 1) and "the small footprint device connecting to a second network" (at 120 of Fig. 1) as recited in Appellant's claim 5. Appellant respectfully disagrees. RF/WAN Gateway 117 is not in itself a network, but rather a device that enables the portable computer 101 to connect to the network 120. Carnegie does not disclose two distinct networks as recited in Appellant's claim 1.

Because Carnegie does not teach or suggest two networks, Appellant respectfully submits that Carnegie does not teach or suggest additional limitations of claim 1, including two distinct services communicating with the small footprint device: "the service accessible from the first network storing the information" and "a service accessible from the second network receiving the information" (emphasis added).

B. Claims 6 and 7

Claims 6 and 7 stand rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claims 6 and 7 are separately patentable because the prior art does not suggest the limitations recited in these claims. Appellant asserts that the rejection of claims 6 and 7 is erroneous for at least the following reasons.

All the arguments given above in regard to claims 5, 10, 11, and 18 apply. Regarding claim 7, furthermore, the Final Action argued that Carnegie discloses "wherein the small footprint device executes a service for displaying dynamically generated content" and "wherein said small footprint device displaying the content comprises the service for displaying dynamically generated content displaying the content" at col. 6, line 62 to col. 8, line 67. Appellant respectfully disagrees. At the cited location, Carnegie provides a description for

Figure 1 and portions of Figure 2 and does not teach or suggest "dynamically generated content." As noted in col. 9, lines 2-11 of Carnegie:

> In block 225, destination server 130 automatically downloads files, e-mail or other information to portable device 101 that may have previously been identified at destination server 130 for communication to the user. Likewise, portable device 101 automatically uploads files, e-mail or other information to destination server 130 that the user may previously have identified for transmission to destination server 130. Once information transfer is complete, data grade connection 122 and tunnelled IP 124 are terminated.

There is no reference within Carnegie that the information that is exported and imported to and from portable device 101 is dynamic. In fact, Appellant submits that the use of the term "previously" in the above reference suggests the opposite of "dynamic" content. As such, Carnegie teaches away from Appellant's claimed invention.

C. Claims 8 and 9

Claims 8 and 9 stand rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claims 8 and 9 are separately patentable because the prior art does not suggest the limitations recited in these claims. Appellant asserts that the rejection of claims 8 and 9 is erroneous for at least the following reasons.

All the arguments given above in regard to claims 5, 10, 11, and 18 apply. Regarding claims 8 and 9, furthermore, the Final Action argued that Carnegie discloses "the small footprint device rejecting the content" and "the small footprint device filtering the content" at col. 9, line 1 to col. 10, line 65 and col. 12, lines 3-56. Appellant respectfully disagrees. At cols. 9 and 10, Carnegie discusses a basic network architecture. At col. 12, Carnegie discusses methods for billing the user for network access. Contrary to the Examiner's assertion, Appellant finds no reference to or suggestion of "rejecting" or "filtering" content at the cited locations in Carnegie.

D. Claims 12, 13, and 17

Claims 12, 13, and 17 stand rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claims 12, 13, and 17 are separately patentable because the prior art does not suggest the limitations recited in these claims. Appellant asserts that the rejection of claims 12, 13, and 17 is erroneous for at least the following reasons.

All the arguments given above in regard to claims 5, 10, 11, and 18 apply. Furthermore, the cited art fails to teach or suggest "wherein said sending information to the service accessible from the first network comprises sending information regarding a user of the small footprint device to the service accessible from the first network" and "wherein said service accessible from the second network generating content based on the information comprises the service accessible from the second network generating content based on the information regarding the user of the small footprint device." At col. 8, lines 30-33, Carnegie discloses the sending of "user signature" information from the portable device; at col. 12, lines 36-56, Carnegie discloses that network access may be granted or denied based on information in the user signature. However, Carnegie discloses neither generating content based on the information nor a service accessible from the second network.

E. Claims 14, 15, and 16

Claims 14-16 stand rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claims 14-16 are separately patentable because the prior art does not suggest the limitations recited in these claims. Appellant asserts that the rejection of claims 14-16 is erroneous for at least the following reasons.

All the arguments given above in regard to claims 5, 10, 11, and 18 apply. The Final Action argued that Carnegie discloses the limitations of claim 14 at col. 8, lines 1-67 and col. 11, line 11 to col. 12, line 56. Appellant respectfully disagrees. At the cited locations, Carnegie discloses the sending of data regarding the user's identity (for billing purposes) and password (for authentication purposes). Appellant respectfully submits that Carnegie does not teach or suggest "wherein said sending information regarding a user of the small footprint device to the

service accessible from the first network comprises sending one or more of: demographic data regarding the user; information specifying buying habits of the user; information specifying web-browsing habits of the user; information specifying a geographic location of the user."

F. Claims 19 and 20

Claims 19 and 20 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Carnegie. Claims 19 and 20 are separately patentable because the prior art does not suggest the limitations recited in these claims. Appellant asserts that the rejection of claims 19 and 20 is erroneous for at least the following reasons.

All the arguments given above in regard to claims 5, 10, 11, and 18 apply. **Furthermore, Appellant asserts that the Examiner has not established a *prima facie* case of obviousness in regard to claims 19 and 20 for at least the following reasons.** The Final Action admits that Carnegie does not disclose the use of a Jini network. According to the Final Action, however, "it would have been obvious to one of ordinary skill in the art at the time the invention was made to utilize well known network such as Jini into the computer system of Carnegie to process data information because it would have provided more utilizations of the computer system in the network environment" (p. 6, paragraph 5). Appellant does not find any support for this statement in the cited reference. Thus, the Examiner's stated motivation does not appear to be based on the prior art, but instead in hindsight from Appellant's application. An obviousness claim that lacks evidence of a suggestion or motivation for one of ordinary skill in the art to combine prior art references to produce the claimed invention is defective as hindsight analysis. *Ecolochem, Inc. v. Southern Cal. Edison Co.*, 227 F.3d 1361, 56 USPQ2d 1065 (Fed. Cir. 2000).

G. Claim 21

Claim 21 stands rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claim 21 is separately patentable because the prior art does not suggest the limitations recited in this claim. Appellant asserts that the rejection of claim 21 is erroneous for at least the following reasons.

All the arguments given above in regard to claims 5, 10, 11, and 18 apply. Furthermore, the cited art fails to teach or suggest "a first service executing on the small footprint device communicating with the service accessible from the first network to send the information to the service accessible from the first network" or "the service accessible from the second network communicating with a second service executing on the small footprint device to send the content to the small footprint device." As discussed with reference to claims 5, 10, 11, and, 18, Carnegie does not teach or suggest a second network. Appellant further submits that Carnegie does not disclose "a first service" and "a second service" on the portable computing device as recited in claim 21.

H. Claims 22, 23, 24, and 25

Claims 22-25 stand rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claims 22-25 are separately patentable because the prior art does not suggest the limitations recited in these claims. Appellant asserts that the rejection of claims 22-25 is erroneous for at least the following reasons.

All the arguments given above in regard to claims 5, 10, 11, and 18 apply. Furthermore, although Carnegie does disclose the existence of LANs in a discussion of prior art at col. 3, lines 18-27, Carnegie does not teach the use of only a LAN (without a connected WAN) in its network access system and method. Appellant's claim 22 uses only a LAN. As discussed, for example, at col. 4, lines 35-40 and as illustrated in Fig. 1, a WAN (such as the internet) is seemingly required by Carnegie. Therefore, Carnegie teaches away from Appellant's claimed invention as recited in claim 22.

I. Claim 26

Claim 26 stands rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claim 26 is separately patentable because the prior art does not suggest the limitations recited in this claim. Appellant asserts that the rejection of claim 26 is erroneous for at least the following reasons.

For at least the reasons given in regard to claims 5, 10, 11, and 18, the cited art fails to teach or suggest "the small footprint device displaying the content," where the content was generated by the second service executing on the LAN and based on the information sent to the first service.

J. Claims 27 and 28

Claims 27 and 28 stand rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claims 27 and 28 are separately patentable because the prior art does not suggest the limitations recited in these claims. Appellant asserts that the rejection of claims 27 and 28 is erroneous for at least the following reasons.

All the arguments given above in regard to claims 5, 10, 11, and 18 apply. Furthermore, the Final Action argued that Carnegie discloses "the small footprint device rejecting the content" and "the small footprint device filtering the content" at col. 9, line 1 to col. 10, line 65 and col. 12, lines 3-56. Appellant respectfully disagrees. At cols. 9 and 10, Carnegie discusses a basic network architecture. At col. 12, Carnegie discusses methods for billing the user for network access. Contrary to the Examiner's assertion, Appellant finds no reference to or suggestion of "rejecting" or "filtering" content at the cited locations in Carnegie.

K. Claim 29

Claim 29 stands rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claim 29 is separately patentable because the prior art does not suggest the limitations recited in this claim. Appellant asserts that the rejection of claim 29 is erroneous for at least the following reasons.

For at least the reasons given in regard to claims 5, 10, 11, and 18, the cited art fails to teach or suggest "the second service generating personalized advertising content based on the information regarding the user of the small footprint device."

L. Claims 30, 31, and 32

Claims 30-32 stand rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claims 30-32 are separately patentable because the prior art does not suggest the limitations recited in these claims. Appellant asserts that the rejection of claims 30-32 is erroneous for at least the following reasons.

For at least the reasons given in regard to claims 5, 10, 11, 18, and 22-25, the cited art fails to teach or suggest method for sending content to a small footprint device as recited in claim 30.

M. Claim 33

Claim 33 stands rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claim 33 is separately patentable because the prior art does not suggest the limitations recited in this claim. Appellant asserts that the rejection of claim 33 is erroneous for at least the following reasons.

For at least the reasons given in regard to claims 5, 10, 11, and 18, the cited art fails to teach or suggest "the small footprint device displaying the content," where the content was generated by the first service executing on the LAN and based on the information sent to the first service.

N. Claims 34 and 35

Claims 34 and 35 stand rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claims 34 and 35 are separately patentable because the prior art does not suggest the limitations recited in these claims. Appellant asserts that the rejection of claims 34 and 35 is erroneous for at least the following reasons.

All the arguments given above in regard to claims 5, 10, 11, and 18 apply. Furthermore, the Final Action argued that Carnegie discloses "the small footprint device rejecting the content" and "the small footprint device filtering the content" at col. 9, line 1 to col. 10, line 65 and col. 12, lines 3-56. Appellant respectfully disagrees. At cols. 9 and 10, Carnegie discusses a basic

network architecture. At col. 12, Carnegie discusses methods for billing the user for network access. Contrary to the Examiner's assertion, Appellant finds no reference to or suggestion of "rejecting" or "filtering" content at the cited locations in Carnegie.

O. Claim 36

Claim 36 stands rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claim 36 is separately patentable because the prior art does not suggest the limitations recited in this claim. Appellant asserts that the rejection of claim 36 is erroneous for at least the following reasons.

For at least the reasons given in regard to claims 5, 10, 11, and 18, the cited art fails to teach or suggest "the first service generating personalized advertising content based on the information regarding the user of the small footprint device."

P. Claim 37

Claim 37 stands rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claim 37 is separately patentable because the prior art does not suggest the limitations recited in this claim. Appellant asserts that the rejection of claim 37 is erroneous for at least the following reasons.

For at least the reasons given in regard to claims 5, 10, 11, and 18, the cited art fails to teach or suggest the limitations of the system as recited in claim 37.

Q. Claim 38

Claim 38 stands rejected under 35 U.S.C. § 102(b) as being unpatentable over Carnegie. Claim 38 is separately patentable because the prior art does not suggest the limitations recited in this claim. Appellant asserts that the rejection of claim 38 is erroneous for at least the following reasons.

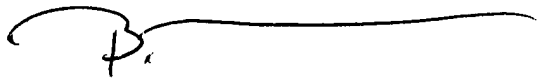
For at least the reasons given in regard to claims 5, 10, 11, and 18, the cited art fails to teach or suggest the limitations of the system as recited in claim 38.

IX. CONCLUSION

For the foregoing reasons, it is submitted that the Examiner's rejection of claims 5-38 was erroneous, and reversal of the Examiner's decision is respectfully requested.

A Fee Authorization form in the amount of $320.00 is enclosed to cover the fee for filing this Appeal Brief pursuant to 37 C.F.R. §1.17(b) (large entity). The Commissioner is also authorized to charge any extension fee or other fees which may be necessary to the same account number 501505/5181-29600/BNK.

Respectfully submitted,



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SUBMIT IN TRIPLICATE

X. APPENDIX A

The claims on appeal are as follows.

5. A method for sending content to a small footprint device, the method comprising:

the small footprint device connecting to a first network;

the small footprint device communicating with a service accessible from the first network to send information to the service accessible from the first network;

the service accessible from the first network storing the information;

the small footprint device connecting to a second network;

a service accessible from the second network receiving the information;

the service accessible from the second network generating content based on the information; and

the service accessible from the second network communicating with the small footprint device to send the content to the small footprint device.

6. The method of claim 5, further comprising:

the small footprint device displaying the content.

7. The method of claim 6,

wherein the small footprint device executes a service for displaying dynamically generated content;

wherein said small footprint device displaying the content comprises the service for displaying dynamically generated content displaying the content.

8. The method of claim 5, further comprising:

the small footprint device rejecting the content.

9. The method of claim 5, further comprising:

the small footprint device filtering the content.

10. The method of claim 5,

wherein the first network is a local area network (LAN);

wherein the service accessible from the first network executes on a computer system in the first network.

11. The method of claim 5,

wherein the second network is a local area network (LAN);

wherein the service accessible from the second network executes on a computer system in the second network.

12. The method of claim 5,

wherein said sending information to the service accessible from the first network comprises sending information regarding a user of the small footprint device to the service accessible from the first network;

wherein said service accessible from the second network generating content based on the information comprises the service accessible from the second network generating content based on the information regarding the user of the small footprint device.

13. The method of claim 12,

wherein said service accessible from the second network generating content based on the information regarding the user of the small footprint device comprises the service accessible from the second network generating personalized advertising content based on the information regarding the user of the small footprint device.

14. The method of claim 12,

wherein said sending information regarding a user of the small footprint device to the service accessible from the first network comprises sending one or more of:

demographic data regarding the user;

information specifying buying habits of the user;

information specifying web-browsing habits of the user;

information specifying a geographic location of the user.

15. The method of claim 12,

wherein said sending information regarding a user of the small footprint device to the service accessible from the first network comprises sending information specifying one or more items the user has purchased;

wherein said service accessible from the second network generating content based on the information comprises the service accessible from the second network generating personalized advertising content based on the one or more items the user has purchased.

16. The method of claim 5, further comprising:

the small footprint device communicating with the service accessible from the second network to send information specifying a store in which a user of the small footprint device is currently located;

wherein the service accessible from the second network generates the content based on the information and based on the store in which the user is currently located.

17. The method of claim 5,

wherein said service accessible from the second network generating content based on the data comprises the service accessible from the second network generating advertising content based on the data.

18. The method of claim 5,

wherein said small footprint device connecting to the first network comprises the small footprint device automatically connecting to the first network without a user requesting the small footprint device to connect to the first network.

19. The method of claim 5,

wherein the first network is a Jini network.

20. The method of claim 5,

wherein the second network is a Jini network.

21. The method of claim 5,

wherein said small footprint device communicating with the service accessible from the first network to send information to the service accessible from the first network comprises a first service executing on the small footprint device communicating with the service accessible from the first network to send the information to the service accessible from the first network;

wherein said service accessible from the second network communicating with the small footprint device to send the content to the small footprint device comprises the service accessible from the second network communicating with a second service executing on the small footprint device to send the content to the small footprint device.

22. A method for sending content to a small footprint device, the method comprising:

the small footprint device connecting to a local area network (LAN);

the small footprint device communicating with a first service executing on the LAN to send information to the first service;

the first service executing on the LAN storing the information on the LAN;

a second service executing on the LAN retrieving the stored information;

the second service executing on the LAN generating content based on the information; and

the second service executing on the LAN communicating with the small footprint device to send the content to the small footprint device.

23. The method of claim 22,

wherein said first service executing on the LAN comprises a first service executing on a computer system in the LAN;

wherein said second service executing on the LAN comprises a second service executing on a computer system in the LAN.

24. The method of claim 22,

wherein said storing the information on the LAN comprises storing the information on a computer system in the LAN.

25. The method of claim 22,

wherein said storing the information on the LAN comprises storing the information on a file system in the LAN.

26. The method of claim 22, further comprising:

the small footprint device displaying the content.

27. The method of claim 22, further comprising:

the small footprint device rejecting the content.

28. The method of claim 22, further comprising:

the small footprint device filtering the content.

29. The method of claim 22,

wherein said sending information to the first service comprises sending information regarding a user of the small footprint device to the first service;

wherein said second service generating content based on the information comprises the second service generating personalized advertising content based on the information regarding the user of the small footprint device.

30. A method for sending content to a small footprint device, the method comprising:

the small footprint device connecting to a local area network (LAN);

the small footprint device communicating with a first service executing on the LAN to send information to the first service;

the first service executing on the LAN generating content based on the information; and

the first service executing on the LAN communicating with the small footprint device to send the content to the small footprint device.

31. The method of claim 30,

wherein said first service executing on the LAN comprises a first service executing on a computer system in the LAN.

32. The method of claim 30, further comprising:

the first service executing on the LAN storing the information received from the small footprint device;

wherein said first service executing on the LAN generating content based on the information comprises the first service executing on the LAN retrieving the stored information at a later time and generating the content based on the information.

33. The method of claim 30, further comprising:

the small footprint device displaying the content.

34. The method of claim 30, further comprising:

the small footprint device rejecting the content.

35. The method of claim 30, further comprising:

the small footprint device filtering the content.

36. The method of claim 30,

wherein said sending information to the first service comprises sending information regarding a user of the small footprint device to the first service;

wherein said first service generating content based on the information comprises the first service generating personalized advertising content based on the information regarding the user of the small footprint device.

37. A system comprising:

a small footprint device;

a first network, wherein the first network includes a first service operable to communicate with the small footprint device; and

a second network, wherein the second network includes a second service operable to communicate with the small footprint device;

wherein the small footprint device is operable to connect to the first network to send information to the first service;

wherein the first service is operable to store the information;

wherein the small footprint device is operable to connect to the second network;

wherein the second service is operable to retrieve the stored information and generate content based on the information;

wherein the second service is operable to send the content to the small footprint device; and

wherein the small footprint device is operable to display the content.

38. A system comprising:

a small footprint device; and

a local area network (LAN), wherein the LAN includes a first service operable to communicate with the small footprint device and a second service operable to communicate with the small footprint device;

wherein the small footprint device is operable to connect to the LAN to send information to the first service;

wherein the first service is operable to store the information on the LAN;

wherein the second service is operable to retrieve the stored information and generate content based on the information;

wherein the second service is operable to send the content to the small footprint device; and

wherein the small footprint device is operable to display the content.